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AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method for conducting electronic commerce, comprising:
- browsing, by a user, for an item at an electronic store (e-Store) over an electronic medium;
- automatically recognizing, without human intervention, that the user is lost in attempting to find said item; and
- interactively querying by an electronic store assistant, at any time during a session, of said user whether the user needs help in finding said item,
- wherein said electronic store assistant is implemented in software as one of a program and a search window which is activated based on one of a query and activated automatically after a predetermined number of navigations by said user,
- wherein said automatically recognizing, without human intervention, comprises:
- considering a history of the browser based on said query entered in said browsing by said user;
- determining, based on said history and said query, whether an automated help resource is necessary;
- determining, based on said history and said query, whether a human help resource is necessary; and
- routing said user to at least one of said automated help resource and said human help resource, to help said user.

2. (Original) The method of claim 1, further comprising:
- logging into a computer system by the user.